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1982 SUNDAY/WEEKEND NEWSPAPER READERSHIP DEMOGRAPHIC TABLES

FOR TOTAL UNITED STATES, TOP 100 METROS and TOP 100 DMAs

Simmons Market Research Bureau

Newspaper Advertising Bureau, Inc., 485 Lexington Avenue, New York, New York 10017

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HOW TO READ THESE TABLES

The tables in this report detail the demographic characteristics of the Sunday/weekend newspaper audience on an average weekend, by three geographic measures: the total United States, excluding Alaska and Hawaii; the 100 largest Metropolitan Statistical Areas (56.2% of the total adult population); and the 100 largest Designated Market Areas (82.2% of the total adult population).

Under each geographic heading, the first column on the left shows the total adult population in thousands. For example, the first table (Total adults, by sex) indicates that there are 161,656,000 adults in the United States.

The second column under "Total United States" shows that the average Sunday/weekend audience of the newspaper is 107,706,000 adults, and that this represents 67% of the total adult population. In other words, this is the net reach of the Sunday/weekend newspaper on an average weekend, expressed as a number and a percent.

The third column headed "Gross Imp/GRP's" takes into account those adults who read more than one Sunday/weekend newspaper on a given weekend. The top figure in this column shows that on an average weekend the Sunday/weekend newspaper generates 123,196,000 gross impressions. The bottom figure shows that this is equivalent to 76 gross rating points (or impressions per 100 people). The GRP's for any number of Sundays can be determined by multiplying that number by the one-time figure. For example, the GRP's generated over any four weekends is equal to 4 x 76, or 304 GRP's.

The source for all figures shown is the 1982 Study of Media and Markets by Simmons Market Research Bureau.

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY SEX)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
TOTAL ADULTS	161656	107706	123196	90810	65241	75140	132866	91495	105452
		67%	76		72%	83		69%	79
MALES	76155	51043	59074	42665	31178	36301	62574	43539	50760
		67%	78		73%	85		70%	81
FEMALES	85500	56662	64122	48145	34063	38839	70292	47956	54692
		66%	75		71%	81		68%	78

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	28444	18210 64%	20301 71	17907	12373 69%	13800 77	24016	15585 65%	17446 73
AGE 25-34	37754	24308 64%	27423 73	21833	15410 71%	17377 80	31658	21217 67%	24035 76
AGE 35-44	26345	17892 68%	20730 79	15000	10915 73%	12705 85	21502	15097 70%	17668 82
AGE 45-54	22608	16615 73%	19551 86	12744	9923 78%	11941 94	18447	14012 76%	16663 90
AGE 55-64	21811	15440 71%	17975 82	11486	8713 76%	10238 89	17922	13124 73%	15485 86
AGE 65+	24695	15241 62%	17215 70	11839	7907 67%	9079 77	19319	12461 65%	14155 73

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	13963	8820 63%	9967 71	8793	6098 69%	6853 78	11359	7410 64%	8407 73
AGE 25-34	18532	12329 67%	14109 76	10861	7942 73%	8964 83	15675	10919 70%	12522 80
AGE 35-44	12674	8483 67%	9922 78	6874	5057 74%	5932 86	10292	7216 70%	8542 83
AGE 45-54	10756	7874 73%	9434 88	6145	4760 77%	5940 97	8777	6658 76%	8083 92
AGE 55-64	10074	7095 70%	8263 82	5124	3925 77%	4680 91	8306	6053 73%	7129 86
AGE 65+	10155	6443 63%	7379 73	4868	3397 70%	3931 81	7965	5284 66%	6077 76

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	14479	9390 65%	10334 71	9114	6275 69%	6947 76	12457	8175 66%	9039 73
AGE 25-34	19222	11979 62%	13314 69	10973	7469 68%	8413 77	15984	10298 64%	11513 72
AGE 35-44	13672	9409 69%	10808 79	8126	5858 72%	6773 83	11210	7881 70%	9126 81
AGE 45-54	11851	8742 74%	10118 85	6599	5163 78%	6001 91	9671	7355 76%	8580 89
AGE 55-64	11737	8345 71%	9712 83	6362	4788 75%	5558 87	9616	7071 74%	8356 87
AGE 65+	14540	8798 61%	9836 68	6971	4510 65%	5148 74	11354	7177 63%	8078 71

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	46214	24208	26642	22896	12967	14526	36521	20040	22257
		52%	58		57%	63		55%	61
HIGH SCHOOL GRADUATE	63660	44023	49865	35290	26145	29980	52094	37007	42302
		69%	78		74%	85		71%	81
ONE TO THREE YEARS COLLEGE	26991	19686	23016	16473	12733	14764	22536	16892	19930
		73%	85		77%	90		75%	88
COLLEGE GRADUATE	24791	19786	23673	16151	13396	15871	21714	17556	20964
		80%	95		83%	98		81%	97

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	21641	11482	12699	10629	6131	6872	16964	9392	10510
		53%	59		58%	65		55%	62
HIGH SCHOOL GRADUATE	27259	18726	21267	14739	11191	12939	22209	15881	18207
		69%	78		76%	88		72%	82
ONE TO THREE YEARS COLLEGE	13143	9543	11393	8118	6307	7438	11043	8274	9972
		73%	87		78%	92		75%	90
COLLEGE GRADUATE	14112	11293	13715	9179	7550	9053	12357	9992	12071
		80%	97		82%	99		81%	98

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	24573	12726 52%	13943 57	12267	6836 56%	7654 62	19557	10649 54%	11747 60
HIGH SCHOOL GRADUATE	36400	25298 70%	28598 79	20551	14955 73%	17041 83	29885	21125 71%	24095 81
ONE TO THREE YEARS COLLEGE	13848	10145 73%	11623 84	8355	6426 77%	7326 88	11493	8618 75%	9958 87
COLLEGE GRADUATE	10679	8494 80%	9958 93	6972	5846 84%	6818 98	9357	7564 81%	8892 95

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	33531	26484 79%	31886 95	22486	18275 81%	21940 98	29354	23487 80%	28415 97
$25,000-$34,999	30533	22721 74%	26207 86	18016	13903 77%	16162 90	25834	19503 75%	22748 88
$20,000-$24,999	20254	14214 70%	16186 80	11233	8329 74%	9432 84	16680	11871 71%	13513 81
$15,000-$19,999	18228	12063 66%	13552 74	9155	6723 73%	7681 84	14288	9822 69%	11119 78
$10,000-$14,999	26333	16191 61%	17844 68	14168	9442 67%	10470 74	20928	13498 64%	14978 72
UNDER $10,000	32777	16033 49%	17521 53	15754	8570 54%	9455 60	25781	13315 52%	14678 57

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	18320	14296 78%	17271 94	12226	10003 82%	12034 98	15974	12687 79%	15369 96
$25,000-$34,999	15857	11730 74%	13614 86	9124	7109 78%	8227 90	13601	10342 76%	12124 89
$20,000-$24,999	9976	7005 70%	8097 81	5223	3914 75%	4567 87	8056	5754 71%	6672 83
$15,000-$19,999	8637	5699 66%	6407 74	4231	3135 74%	3553 84	6596	4575 69%	5164 78
$10,000-$14,999	11386	6844 60%	7513 66	6156	4106 67%	4550 74	8998	5687 63%	6296 70
UNDER $10,000	11980	5470 46%	6172 52	5705	2911 51%	3371 59	9349	4493 48%	5135 55

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	15211	12188 80%	14614 96	10259	8271 81%	9906 97	13381	10799 81%	13046 97
$25,000-$34,999	14676	10991 75%	12593 86	8892	6794 76%	7935 89	12233	9161 75%	10624 87
$20,000-$24,999	10279	7209 70%	8090 79	6009	4415 73%	4866 81	8623	6117 71%	6841 79
$15,000-$19,999	9591	6364 66%	7145 74	4924	3588 73%	4128 84	7692	5247 68%	5935 77
$10,000-$14,999	14947	9347 63%	10330 69	8012	5336 67%	5919 74	11931	7810 65%	8682 73
UNDER $10,000	20796	10563 51%	11349 55	10049	5659 56%	6084 61	16433	8822 54%	9543 58

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	97601	68038	78113	56472	42477	48888	81084	58472	67668
		70%	80		75%	87		72%	83
FULL TIME	84474	58659	67486	48320	36310	41806	70110	50501	58525
		69%	80		75%	87		72%	83
PART TIME	13126	9379	10627	8152	6167	7082	10974	7971	9143
		71%	81		76%	87		73%	83
NOT EMPLOYED	64055	39667	45083	34339	22765	26253	51782	33023	37784
		62%	70		66%	76		64%	73

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	55629	38568	44796	31778	23949	27808	46206	33253	38823
		69%	81		75%	88		72%	84
FULL TIME	51582	35778	41588	29163	21900	25427	42717	30784	35970
		69%	81		75%	87		72%	84
PART TIME	4047	2790	3208	2615	2050	2380	3489	2469	2854
		69%	79		78%	91		71%	82
NOT EMPLOYED	20527	12475	14278	10887	7229	8493	16368	10286	11937
		61%	70		66%	78		63%	73

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	41972	29470 70%	33316 79	24694	18527 75%	21080 85	34878	25219 72%	28845 83
FULL TIME	32893	22881 70%	25897 79	19157	14410 75%	16379 85	27393	19717 72%	22555 82
PART TIME	9080	6589 73%	7419 82	5537	4117 74%	4701 85	7485	5502 74%	6289 84
NOT EMPLOYED	43528	27192 62%	30805 71	23451	15536 66%	17759 76	35414	22737 64%	25847 73

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	29830	23163 78%	27807 93	18194	14856 82%	17694 97	25766	20579 80%	24831 96
CLERICAL, SALES	24092	17602 73%	19902 83	15107	11484 76%	13103 87	20285	14948 74%	17090 84
CRAFTSMEN, FOREMEN	12761	8273 65%	9279 73	7048	4906 70%	5512 78	10636	7219 68%	8075 76
OTHER EMPLOYED	30917	19000 61%	21125 68	16122	11231 70%	12579 78	24397	15726 64%	17672 72

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	18481	14434 78%	17639 95	11015	9020 82%	10840 98	16205	12916 80%	15786 97
CLERICAL, SALES	7117	5383 76%	6226 87	4625	3707 80%	4336 94	5916	4574 77%	5341 90
CRAFTSMEN, FOREMEN	11909	7723 65%	8609 72	6635	4617 70%	5129 77	9907	6737 68%	7476 75
OTHER EMPLOYED	18122	11028 61%	12322 68	9503	6605 70%	7504 79	14178	9026 64%	10222 72

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	11349	8730 77%	10168 90	7179	5836 81%	6855 95	9560	7663 80%	9046 95
CLERICAL, SALES	16975	12218 72%	13676 81	10482	7776 74%	8767 84	14369	10374 72%	11749 82
OTHER EMPLOYED	13648	8522 62%	9473 69	7032	4915 70%	5459 78	10949	7182 66%	8050 74

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	32887	21294	24457	21705	15278	17491	28562	18872	21740
		65%	74		70%	81		66%	76
MARRIED	101289	69909	80183	53413	39912	46250	81496	58[illegible]51	67533
		69%	79		75%	87		72%	83
WIDOWED, DIVORCED, SEPARATED	27479	16503	18555	15693	10052	11400	22808	14272	16179
		60%	68		64%	73		63%	71

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	18395	11874	13841	11972	8542	9881	15583	10318	12071
		65%	75		71%	83		66%	77
MARRIED	50169	34502	39927	26322	19809	23217	40498	29071	33936
		69%	80		75%	88		72%	84
WIDOWED, DIVORCED, SEPARATED	7592	4667	5306	4372	2828	3203	6493	4149	4753
		61%	70		65%	73		64%	73

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	14492	9420 65%	10617 73	9733	6736 69%	7609 78	12979	8554 66%	9670 75
MARRIED	51120	35407 69%	40256 79	27091	20103 74%	23032 85	40998	29280 71%	33596 82
WIDOWED, DIVORCED, SEPARATED	19888	11836 60%	13249 67	11321	7223 64%	8198 72	16315	10123 62%	11426 70

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	69902	44798	50719	37389	26322	29911	56593	37700	42898
		64%	73		70%	80		67%	76
THREE OR FOUR PEOPLE IN HOUSEHOLD	63086	44195	50727	35994	26941	31266	52519	37852	43914
		70%	80		75%	87		72%	84
FIVE OR MORE PEOPLE IN HOUSEHOLD	28667	18713	21749	17427	11979	13963	23753	15943	18640
		65%	76		69%	80		67%	78

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	31497	20301	23322	17135	12215	14136	25784	17186	19852
		64%	74		71%	82		67%	77
THREE OR FOUR PEOPLE IN HOUSEHOLD	30590	21175	24492	17009	12813	14936	25155	18089	21138
		69%	80		75%	88		72%	84
FIVE OR MORE PEOPLE IN HOUSEHOLD	14068	9568	11260	8521	6150	7229	11635	8264	9771
		68%	80		72%	85		71%	84

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	38405	24497	27397	20254	14107	15776	30809	20514	23046
		64%	71		70%	78		67%	75
THREE OR FOUR PEOPLE IN HOUSEHOLD	32496	23020	26235	18985	14128	16330	27365	19763	22776
		71%	81		74%	86		72%	83
FIVE OR MORE PEOPLE IN HOUSEHOLD	14599	9145	10489	8907	5828	6734	12119	7679	8870
		63%	72		65%	76		63%	73

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	141053	95399	109276	76117	55586	64219	114988	80169	92599
		68%	77		73%	84		70%	81
BLACK	17270	10479	11831	12003	8136	9216	14758	9555	10867
		61%	69		68%	77		65%	74
OTHER	3333	1828	2089	2691	1519	1706	3119	1772	1986
		55%	63		56%	63		57%	64

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	66837	45265	52392	35819	26479	30864	54457	38184	44539
		68%	78		74%	86		70%	82
BLACK	7602	4748	5535	5467	3790	4435	6504	4338	5101
		62%	73		69%	81		67%	78
OTHER	1716	1030	1148	1380	910	1002	1612	1017	1120
		60%	67		66%	73		63%	69

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	74216	50134 68%	56884 77	40298	29107 72%	33355 83	60531	41985 69%	48060 79
BLACK	9667	5731 59%	6296 65	6536	4347 67%	4781 73	8254	5217 63%	5766 70
OTHER	1618	798 49%	942 58	1311	609 46%	703 54	1507	755 50%	866 57

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	35834	27846	34408	23905	19147	23283	33013	25904	31898
		78%	96		80%	97		78%	97
NORTH CENTRAL	42212	28724	32415	22346	16670	19255	31140	22714	26081
		68%	77		75%	86		73%	84
SOUTH	53634	31843	34528	23711	16066	17302	43472	27200	29609
		59%	64		68%	73		63%	68
WEST	29976	19293	21845	20849	13357	15300	25242	15678	17864
		64%	73		64%	73		62%	71

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	16780	13047	16352	10961	8957	10985	15440	12199	15218
		78%	97		82%	100		79%	99
NORTH CENTRAL	19952	13633	15637	10760	8066	9507	14734	10919	12731
		68%	78		75%	88		74%	86
SOUTH	25054	15076	16555	11008	7684	8396	20249	12802	14118
		60%	66		70%	76		63%	70
WEST	14370	9287	10529	9937	6471	7413	12151	7619	8693
		65%	73		65%	75		63%	72

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	19054	14799	18055	12944	10190	12298	17573	13704	16680
		78%	95		79%	95		78%	95
NORTH CENTRAL	22260	15090	16778	11586	8604	9748	16406	11795	13350
		68%	75		74%	84		72%	81
SOUTH	28580	16767	17973	12703	8382	8906	23223	14399	15491
		59%	63		66%	70		62%	67
WEST	15606	10006	11316	10912	6886	7887	13091	8059	9171
		64%	73		63%	72		62%	70

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	48508	34698 72%	38474 79	36953	26583 72%	29439 80	43549	31094 71%	34487 79
SUBURBAN	73224	52510 72%	60873 83	53738	38552 72%	45594 85	67332	48361 72%	56522 84
NON-METROPOLITAN	39924	20498 51%	23849 60	120**	105** 88%	107** 89	21984	12040 55%	14443 66

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	22840	16575 73%	18565 81	17430	12805 73%	14296 82	20581	14915 72%	16689 81
SUBURBAN	34277	24877 73%	29124 85	25180	18328 73%	21958 87	31439	22867 73%	27008 86
NON-METROPOLITAN	19039	9591 50%	11385 60	55**	45** 82%	47** 85	10554	5756 55%	7063 67

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN									
CENTRAL CITY	25668	18122	19909	19523	13778	15142	22969	16179	17799
		71%	78		71%	78		70%	77
SUBURBAN	38948	27633	31749	28558	20224	23636	35893	25494	29513
		71%	82		71%	83		71%	82
NON-METROPOLITAN	20885	10908	12463	65**	61**	61**	11431	6284	7380
		52%	60		94%	94		55%	65

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.